

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2017

Programme : Diploma In Business (DIB)
Diploma In Mass Communication (DMCN)
Diploma In Culinary Arts (DCA/DCAN)
Diploma In Hotel Management (DHMN)
Diploma In Interactive Multimedia Wth Animation Design (DIMA)
Diploma In Graphic Design (DGD)

Course : MKT1102: PRINCIPLES OF MARKETING

Date of Examination : 01 August, 2017 (Tuesday)

Time : 5:00pm – 7:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL questions in the OMR sheet provided.

SECTION B: Answer any THREE (3) short-answer questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Material permitted : Nil

Materials provided : OMR Sheets

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Moderator : Associate Professor Dr Azizah Omar

This paper consists of 7 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA/DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN INTERACTIVE MULTIMEDIA WITH ANIMATION DESIGN (DIMA)
DIPLOMA IN GRAPHIC DESIGN (DGD)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL: APRIL 2017 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer **ALL** questions in **SECTION A** and any **THREE (3)** questions in **SECTION B**.

SECTION A: (40 marks)

Answer **ALL** questions in the OMR sheet provided.

1. _____ goods constitute the bulk of most countries' production and marketing efforts.
 - A. Durable
 - B. Impulse
 - C. Physical
 - D. Luxury

2. As economies advance, a growing proportion of the economy's activities focuses on the production of _____.
 - A. products
 - B. events
 - C. luxury goods
 - D. services

3. Car rental firms, hair dressers, and management consultants provide _____.
 - A. goods
 - B. experiences
 - C. events
 - D. services

4. Soccer's World Cup is promoted aggressively to both companies and fans. This is an example of marketing a(n) _____.
 - A. idea
 - B. place
 - C. luxury item
 - D. event

5. The "Malaysia, Truly Asia" ad campaign that showcased Malaysia's beautiful landscape and its multicultural society in order to attract tourists is an example of _____.
- A. price
 - B. product
 - C. service
 - D. promotion
6. In Walt Disney's Magic Kingdom, customers can visit a fairy kingdom, a pirate ship, or even a haunted house. Disney is marketing a(n) _____.
- A. experience
 - B. product
 - C. event
 - D. organization
7. The task of any business is to _____.
- A. create customer needs
 - B. differentiate in terms of cost of production
 - C. deliver customer value at a profit
 - D. reduce competition
8. The value delivery process can be divided into three phases, out of which "choosing the value" implies _____, which is the essence of strategic marketing.
- A. segmentation, developing, and delivering
 - B. targeting, positioning, and communicating
 - C. targeting, positioning, and delivering
 - D. segmentation, targeting, and positioning
9. The first phase of the value creation and delivery sequence is _____ the value that represents the "homework" marketing must do before any product exists.
- A. choosing
 - B. communicating
 - C. considering
 - D. acquiring

10. What is the second phase of the value creation and delivery sequence?
- A. choosing the value
 - B. providing the value
 - C. communicating the value
 - D. calculating the value
11. The last step in the value creation and delivery sequence is _____ the value where the sales force, sales promotion, advertising, and other communication tools announce and promote the product.
- A. developing
 - B. positioning
 - C. communicating
 - D. reversing
12. Identify an economic circumstance that can greatly affect any product or brand choice.
- A. retirement
 - B. values
 - C. lifestyle
 - D. recession
13. _____ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.
- A. Image
 - B. Personality
 - C. Psychological transformation
 - D. Lifestyle
14. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
- A. Target marketing
 - B. Mind mapping
 - C. Consumer activism
 - D. Consumer behavior

15. Which of the following statements about market segmentation is true?
- A. It involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.
 - B. It is a process of evaluating each segment's attractiveness and selecting one or more to enter.
 - C. It is a process of creating an image or identity of the product in the minds of the target market.
 - D. It is a process of identifying and profiling distinct groups of buyers who differ in their needs and wants.
16. Establishing and communicating the distinctive benefit(s) of the company's market offering for each target segment is called _____.
- A. market research
 - B. market positioning
 - C. marketing effectiveness
 - D. market segmentation
17. The process of selecting one or more market segments to enter is called market _____.
- A. targeting
 - B. dominance
 - C. positioning
 - D. segmentation
18. The goal of positioning is to _____.
- A. locate the brand in the minds of consumers to maximize the potential benefit to the firm
 - B. discover the different needs and groups existing in the marketplace
 - C. target those customers marketers can satisfy in a superior way
 - D. collect information about competitors that will directly influence the firms' strategy
19. Which of the following is the first step in creating value for customers in the five-step model of the marketing process?
- A. designing a customer-driven marketing strategy
 - B. understanding the marketplace and customer needs
 - C. constructing an integrated marketing program that delivers superior value
 - D. building profitable relationships and creating customer delight

20. Price Skimming refers to _____
- A. It is effective in situations in which competitors are able to undercut prices easily.
 - B. It can be profitably used when the product's quality and image support its price.
 - C. It involves underpricing products so that companies make larger sales.
 - D. It is ineffective in situations in which competitors are unable to enter the market easily.

SECTION B: Answer any THREE (3) questions in the answer booklet provided. (60 marks)

Question 1

Describe the following stages of the product life cycle with appropriate example.

- i) Product Development (4marks)
- ii) Introduction (4marks)
- iii) Growth (4marks)
- iv) Maturity (4marks)
- v) Decline (4marks)

(Total: 20 marks)

Question 2

Describe the Four (4) different types of marketing intermediaries with suitable examples.

(Total: 20 marks)

Question 3

Explain the Five (5) effective segmentation criteria:

- i) Measurable (4 marks)
- ii) Substantial (4 marks)
- iii) Accessible (4 marks)
- iv) Differentiable (4 marks)
- v) Actionable (4 marks)

(Total: 20 marks)

Question 4

Compare and contrast consumers' needs, wants and demand with appropriate examples.

(Total: 20 marks)

Question 5

Describe the following terms with appropriate examples.

- | | |
|---------------------------------------|-----------|
| a) Samples | (4 marks) |
| b) Coupons | (4 marks) |
| c) Premiums | (4 marks) |
| d) Price packs (cents-off deals) | (4 marks) |
| e) Point-of-purchase (POP) promotions | (4 marks) |

(Total: 20 marks)

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